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A statistical report on America's
family sport
Prepared by the Marketing Services De
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ALL INDUSTRY FIGURES ARE ESTIMATES

The IN-USE figures are based on the actual state and Coast Guard registrations and estimates of non-registered boats.

1988 POPULATION ESTIMATES	1988	1987
People Participating in Recreational Boating	72,666,000	71,984,000*
Water Skiers	10,904,000	10,807,000*
All Boats In Use	15,068,000	14,515,000*
Outboard Boats Owned	7,682,000	7,487,000*
Inboard Boats Owned (includes auxiliary-powered sailboats)	495,000	476,000*
Non-Powered Sailboats (excluding sailboards)	1,260,000	1,229,000
Inboard/Outdrive Boats	1,334,000	1,193,000*
Deck Boats Owned	182,000	157,000
Houseboats Owned	36,500	34,500
Misc. Craft Owned (canoes, rowboats, dinghies and other craft)	4,078,500	3,938,500
Outboard Motors Owned	10,860,000	10,469,000
Inboard Engines Owned (includes gasoline & diesel marine engines)	2,266,000	2,101,000
Jet Drives Owned	101,000	99,000
Boat Trailers Owned	5,710,000	5,520,000
Marinas, Boatyards, Yacht Clubs Dockominiums, Parks & Other	8,320	8,320

$17,927,000,000 spent at retail during 1988 for new and used boats, motors and engines, accessories, safety equipment, fuel, insurance, docking, maintenance, launching, storage, repairs, and club memberships.

9,963,696 boat registrations as of December 31, 1987 for the U.S. and territories. Of these, 7,487,446 were registered outboard motorboats, and 1,670,655 were registered as either inboard boats, inboard boats, inboard/outdrive boats, or auxiliary powered sailboats, and 805,595 were registered as miscellaneous craft.**

**Revised in 1988.*

***Includes non-powered sailboats, canoes, rowboats, jet boats and miscellaneous craft.*

DISTRIBUTION OF REGISTERED BOATS

States	1986	1987	Rank in U.S.
Alabama	240,100	203,092	18
Alaska	29,134	27,763	47
Arizona	108,166	117,202	30
Arkansas	343,851	144,657	28
California	679,880	708,847	2
Colorado	73,992	79,640	34
Connecticut	81,485	86,427	33
Delaware	42,831	43,121	39
Dist. of Columbia	3,242	2,859	51
Florida	613,532	644,813	4
Georgia	248,479	254,483	13
Hawaii	14,052	14,009	51
Idaho	70,512	57,251	35
Illinois	287,586	295,127	10
Indiana	203,275	206,307	17
Iowa	151,066	195,673	20
Kansas	86,631	88,365	32
Kentucky	119,587	124,150	29
Louisiana	309,477	300,931	9
Maine	115,440	114,182	31
Maryland	150,858	160,368	23
Massachusetts	210,407	196,541	19
Michigan	716,441	746,979	1
Minnesota	655,389	673,503	3
Mississippi	130,573	144,989	27
Missouri	254,166	258,712	12
Montana	35,398	37,087	42
Nebraska	52,749	56,446	36
Nevada	35,033	37,162	41
New Hampshire	9,597	15,214	50
New Jersey	141,655	150,121	26
New Mexico	31,220	24,974	48
New York	358,400	383,868	7
North Carolina	229,758	241,858	15
North Dakota	41,098	36,332	43
Ohio	361,883	366,289	8
Oklahoma	191,103	187,043	21
Oregon	149,970	153,087	25
Pennsylvania	236,455	251,154	14
Rhode Island	28,000	28,500	46
South Carolina	249,113	268,034	11
South Dakota	36,396	39,257	40
Tennessee	207,409	214,646	16
Texas	605,829	606,370	5
Utah	50,483	49,583	37
Vermont	32,580	34,484	44
Virginia	165,818	174,726	22
Washington	142,011	159,567	24
West Virginia	43,194	44,936	38
Wisconsin	452,481	461,545	6
Wyoming	21,000	21,536	49
U.S. Territories	27,412	29,886	45
TOTAL	9,876,197	9,963,696	

(+) Registration figures are provided by the U.S. Coast Guard.

THE BOATING MARKET

	1986	1987	1988
Outboard Boats:			
Total Units Sold	314,000	342,000	355,000
Retail Value	$834,600,000	$1,001,003,000	$1,224,750,000
Average Unit Cost	$2,658	2,927	$3,450
Inboard Boats-Runabouts:			
Total Units Sold	5,300	6,600	7,400
Retail Value	$85,473,000	$107,382,000	$130,610,000
Average Unit Cost	$16,127	$16,270	$17,650
Inboard Boats-Cruisers:			
Total Units Sold	12,700	13,100	13,500
Retail Value	$1,421,130,000	$1,665,860,000	$1,884,600,000
Average Unit Cost	$111,900	$127,165	$139,600
Inboard/Outdrive Boats:			
Total Units Sold	120,000	144,000	148,000
Retail Value	$1,860,960,000	$2,450,160,000	$2,584,672,000
Average Unit Cost	$15,508	$17,015	$17,464
Sailboats/Non-Powered:			
Total Units Sold	33,300	29,500	34,800
Retail Value	$88,415,000	$75,815,000	$71,444,000
Average Unit Cost	$2,655	$2,570	$2,053
Sailboats Aux-Powered: **(30 ft. & Under)**			
Total Units Sold	1,100	1,100	1,000
Retail Value	$40,651,000	$39,329,000	$35,753,000
Average Unit Cost	$36,956	$35,754	$35,753
Sailboats Aux-Powered: **(Over 30 ft.)**			
Total Units Sold	2,800	2,900	2,320
Retail Value	$236,880,000	$267,171,000	$204,132,000
Average Unit Cost	$84,600	$92,128	$87,988
Canoes:			
Total Units Sold	80,200	85,300	89,300
Retail Value	$37,133,000	$40,261,000	$43,373,000
Average Unit Cost	$463	$472	$483
Inflatable-Supported Craft:			
Total Units Sold	30,600	30,200	32,200
Retail Value	$33,385,000	$41,827,000	$44,210,000
Average Unit Cost	$1,091	$1,385	$1,373
Outboard Motors:			
Total Units Sold	410,000	444,000	460,000
Retail Value	$1,463,700,000	$1,725,828,000	$1,828,040,000
Average Unit Cost	$3,570	$3,887	$3,974
Boat Trailers:			
Total Units Sold	194,000	216,000	223,000
Retail Value	$165,676,000	$188,568,000	$209,996,000
Average Unit Cost	$854	$873	$940

U.S. EXPORT-IMPORT OF PLEASURE BOATS

Dollar Volume

	1985	1986	1987
Exports	$60,596,000	$110,984,000	$225,436,000
Imports	$367,935,000	$370,890,000	$397,519,000

ANNUAL RETAIL UNIT ESTIMATES

Calendar Year	Outboard Boats Sold	Inboard Boats Sold	Inboard/ Outdrive Boats Sold	Non-Powered Sailboats Sold	Auxiliary Sailboats Sold	Canoes Sold	Inflatable Boats Sold	Sailboards Sold	Total All Boats	Boat Trailers Sold	Outboard Motors Sold	I/O And Inboard Engines Sold
1968	283,000	35,000	42,000	27,300*		92,000			479,300	200,000	500,000	80,000
1969	310,000	31,500	49,000	45,000*		42,000			477,500	235,000	510,000	92,000
1970	276,000	26,500	43,000	51,000*		40,000			436,500	213,000	430,000	86,000
1972	375,000	23,000	63,000	114,000*		56,000			631,000	265,000	535,000	109,000
1973	448,000	12,000	78,000	120,000*		68,000			726,000	330,000	585,000	113,000
1974	425,000	11,000	70,000	140,000	3,000	80,000			729,000	325,000	545,000	105,000
1975	328,000	10,200	70,000	105,000	2,850	76,000			529,050	255,000	435,000	103,000
1976	341,000	11,000	80,000	86,000	2,900	77,000			597,900	285,000	468,000	117,000
1977	336,000	11,500	84,000	55,000	3,050	82,000			571,550	276,000	462,000	123,000
1978	331,000	12,100	90,000	60,000	3,200	80,000		8,000	584,000	280,000	450,000	128,000
1979	322,000	12,600	89,000	67,000	4,900	90,000	16,170	13,000	614,670	276,000	375,000	135,000
1980	290,000	8,200	56,000	69,000	4,100	105,000	16,400	21,000	569,700	176,000	315,000	87,750
1981	281,000	8,400	51,000	73,000	4,100	126,000	20,000	31,000	594,500	190,000	318,000	81,500
1982	236,000	8,325	55,000	50,000	3,400	101,000	18,800	27,000	499,525	160,000	293,000	85,650
1983	273,000	11,385	79,000	40,000	3,740	107,000	23,600	33,000	570,725	184,000	337,000	104,125
1984	317,000	15,280	108,000	36,600	4,150	103,000	30,700	43,000	657,730	200,000	411,000	148,000
1985	305,000	16,700	115,000	34,000	3,800	78,800	33,500	50,000	636,800	192,000	392,000	155,000
1986	314,000	18,000	120,000	33,300	3,900	80,200	30,600	60,000	660,000	194,000	410,000	161,900
1987	342,000	19,700	144,000	29,500	4,000	85,300	30,200	70,000	724,700	216,000	444,000	210,800
1988	355,000	20,900	148,000	34,800	3,320	89,800	32,200	65,000	749,020	223,000	460,000	211,900

Unit volume includes all types of sailboats.

STATE DISTRIBUTION OF 1987 BOAT, MOTOR AND ACCESSORY PURCHASES

States (+)	Boats*	Inboard Motors	Boat Trailers	Marine Accessories
Alabama	$ 61,574,000	7,000	$ 4,148,000	$ 23,781,000
Arizona	47,769,000	2,000	3,563,000	13,727,000
Arkansas	27,632,000	1,000	1,829,000	16,935,000
California	353,354,000	034,000	13,199,000	83,010,000
Colorado	32,443,000	700,000	1,885,000	9,325,000
Connecticut	113,764,000	628,000	3,017,000	10,124,000
Delaware	10,363,000	921,000	18,000	5,050,000
Washington D.C.	11,829,000	259,000	75,000	335,000
Florida	707,377,000	223,736,000	16,593,000	75,516,000
Georgia	92,347,000	57,142,000	4,902,000	29,805,000
Idaho	19,437,000	5,384,000	942,000	6,707,000
Illinois	164,016,000	53,466,000	10,371,000	34,555,000
Indiana	121,128,000	29,149,000	6,788,000	24,164,000
Iowa	42,031,000	20,675,000	3,017,000	22,913,000
Kansas	20,382,000	10,251,000	2,262,000	10,344,000
Kentucky	48,484,000	25,128,000	3,017,000	14,537,000
Louisiana	40,365,000	62,630,000	6,222,000	35,238,000
Maine	44,224,000	18,500,000	1,131,000	13,367,000
Maryland	293,369,000	29,822,000	2,074,000	18,777,000
Massachusetts	246,102,000	41,247,000	2,074,000	23,017,000
Michigan	447,906,000	72,939,000	9,903,000	84,644,000
Minnesota	137,026,000	76,868,000	11,691,000	78,875,000
Mississippi	20,187,000	20,951,000	1,131,000	16,982,000
Missouri	107,702,000	42,127,000	8,485,000	30,392,000
Montana	14,279,000	4,383,000	565,000	4,344,000
Nebraska	17,108,000	7,403,000	1,131,000	6,614,000
Nevada	28,261,000	4,659,000	754,000	4,355,000
New Hampshire	63,682,000	11,908,000	565,000	1,783,000
New Jersey	258,364,000	42,800,000	2,639,000	17,584,000
New Mexico	17,942,000	5,039,000	754,000	2,919,000
New York	546,493,000	74,745,000	5,657,000	44,957,000
North Carolina	112,489,000	60,904,000	4,525,000	28,322,000
North Dakota	14,985,000	9,906,000	1,131,000	4,251,000
Ohio	261,191,000	35,983,000	6,034,000	42,895,000
Oklahoma	24,642,000	16,723,000	2,451,000	21,905,000
Oregon	45,592,000	17,896,000	2,451,000	17,932,000
Pennsylvania	128,416,000	39,728,000	4,902,000	29,411,000
Rhode Island	52,355,000	8,232,000	377,000	3,336,000
South Carolina	63,224,000	47,512,000	2,639,000	31,392,000
South Dakota	12,460,000	7,317,000	1,885,000	4,598,000
Tennessee	64,269,000	42,006,000	2,639,000	25,137,000
Texas	183,897,000	103,290,000	8,958,000	73,825,000
Utah	33,725,000	6,299,000	754,000	5,803,000
Vermont	12,086,000	5,695,000	377,000	4,042,000
Virginia	130,577,000	36,673,000	3,959,000	20,457,000
Washington	120,738,000	43,007,000	4,714,000	18,684,000
West Virginia	17,691,000	6,747,000	1,131,000	5,259,000
Wisconsin	163,988,000	67,221,000	8,862,000	54,050,000
Wyoming	7,455,000	3,365,000	377,000	2,525,000
Total	**$5,606,720,000**	**$1,725,828,000**	**$188,568,000**	**$1,158,400,000**

*Retail values for inboard boats, inboard/outdrive boats, outbo oats and auxiliary and non-powered sailboats.
(+) Estimates not available for Alaska and Hawaii.

ESTIMATED
RETAIL EXPENDITURE ON BOATING

1955	$ 1,230,000,000
1960	$ 2,525,000,000
1964	$ 2,605,000,000
1965	$ 2,683,000,000
1967	$ 3,100,000,000
1968	$ 3,150,000,000
1969	$ 3,292,000,000
1970	$ 3,440,000,000
1971	$ 3,610,000,000
1972	$ 3,900,000,000
1973	$ 4,245,000,000
1974	$ 4,607,000,000
1975	$ 4,800,000,000
1976	$ 5,333,000,000
1977	$ 5,920,000,000
1978	$ 6,690,000,000
1979	$ 7,500,000,000
1980	$ 7,370,000,000
1981	$ 8,250,000,000
1982	$ 8,100,000,000
1983	$ 9,375,000,000
1984	$ 12,340,000,000
1985	$ 13,284,000,000
1986	$ 14,479,000,000
1987	$ 16,500,000,000
1988	$ 17,927,000,000

ESTIMATED
RECREATIONAL BOATS OWNED

1913	400,000
1930	1,500,000
1950	3,510,000
1961	7,175,000
1970	8,814,000
1975	9,740,000
1976	10,105,000
1977	10,515,000
1978	11,270,000
1979	11,625,000
1980	11,832,000
1981	12,495,000
1982	12,820,000
1983	13,041,000
1984	13,455,000
1985	13,778,000
1986	14,318,000
1987	14,515,000
1988	15,068,000